

**HOLLYWOOD PROPERTY OWNERS ALLIANCE  
BOARD OF DIRECTORS**

**Minutes  
Thursday, May 15, 2014  
W Hotel – Strategy Room**

**Officers and Directors Present**

John Lyons, Vice President, Avalon Hollywood/Bardot  
Jan Martin, Secretary, AMDA  
David Benavente, Shine America  
Leslie Blumberg, The Fonda  
Charlie Colletta, HEI, LLC.  
Joseph D’Amore CRC Entertainment Inc.  
Michael Gargano, Argent Ventures, LLC  
David Green, Nederlander Organization  
Galo Medina, Comprehensive Financial Services  
Mark Stephenson, Hollywood United Methodist Church  
Monica Yamada, CIM Group, Inc.

**Absent**

John Tronson, President, Tronson Investment Group  
Drew Planting, Treasurer, GPI  
Mark Echeverria, The Musso & Frank Grill  
Chad Lewis, Klein Financial Corporation  
Don Mushin, Toyota of Hollywood  
Frank Stephan, Clarett West Development

**Staff**

Sarah Besley  
Ginnie Gallo  
Kerry Morrison  
Joseph Mariani  
Devin Strecker

**I. Call to Order**

The meeting was called to order by John Lyons, Vice President, at 4:15 p.m.

**II. Open Forum**

There were no guests at this month’s board meeting.

**III. Approval of Minutes**

**It was moved by Galo Medina, seconded by Charlie Colletta, and CARRIED to approve the minutes from the Board’s April 17, 2014 meeting. Unanimously approved.**

**IV. Treasurer’s Report – Kerry Morrison**

- A. April Report:** Kerry Morrison walked the board through the reports prepared for the meeting. The cash report showed cash on hand in the Association’s various bank accounts. The HED 09-

18 account has \$1,096,627. At the current pace of spending, absent any significant changes to budgeted expenses or revenue situation, year end cash would be approximately \$494K.

**It was moved by Mark Stephenson, seconded by Charlie Colletta, and CARRIED to approve the April 30, 2014 financial statement. Unanimously approved.**

- B. Delinquent assessments from public parcels:** Morrison followed up on a discussion that started at the April meeting re/ delinquent or discounted public parcels. This relates to the “discount” that LAUSD has afforded itself, and the three years delinquency associated with the state courthouse property. Morrison distributed a letter she sent to the City Clerk’s office (May 6, 2014), documenting the \$42K that the state is in arrears, and asking guidance on the city’s next steps to pursue these funds.

Morrison also said she would be attending a California Downtown Association meeting in San Diego Monday, May 19, 2014 and will inquire as to the experience of other BIDs with delinquent state assessments.

Coincidentally, Morrison attended a meeting Friday, May 9, 2014 with the presiding judge of the Superior Court of Los Angeles and State Senator Kevin DeLeon. The judge described plans to reactivate the Hollywood courthouse and expand it to four (4) fully functioning courts with a lock-up and jury rooms. The intent is to consolidate all courts that address issues involving people suffering from mental illness. A seismic evaluation will be done before construction is completed, but they hope to be operational in 2016.

- C. Review option to administer a CPI increase on 2014-15 assessments:**

Besley stated that the 2014/2015 assessment roll is due to the City Clerk’s Office on June 1<sup>st</sup>. Per the Management District Plan, the Board has the opportunity to apply a CPI increase (up to 3% or the increase in Consumer Price Index, whichever is lower) each year to help accommodate inflation and cost increases. Besley prepared a chart indicating that 2013/14 CPI was 2.2% and 2014/15 is pegged at 1%. It also reported that since the BID was started in 2008, only one CPI increase has been levied, and that was 1.3% adopted in 2010.

**It was moved by Mark Stephenson, seconded by Leslie Blumberg, and CARRIED to approve the 1% assessment increase. It was approved with seven (7) yeas and four (4) nays.**

- D. Check signing policy for HPOA accounts**

Morrison asked to memorialize in the minutes the check-signing policy for the various HPOA accounts. Other than the petty cash account, or the Marketing Co-op account (which is not BID assessment funds, and is a pass-through for special projects), it is recommended that all other accounts require (2) signatures. This is the current practice and would impact HPOA current, and past accounts. One signature would be an officer and the second would be the Executive Director Morrison.

**It was moved by Mark Stephenson, seconded by Galo Medina, and CARRIED to approve the check signing policy for HPOA accounts. Unanimously approved.**

## **V. Old Business**

### **A. AB 2618**

The legislation crafted by the CA BID Coalition, and sponsored by Assembly Speaker John Perez, passed the Assembly and is now going to the Senate. Sarah Besley attended the Assembly Local Government Committee hearing on April 30 in Sacramento.

## **VI. Committee and Activity Reports**

### **A. Marketing and Communications – Jan Martin and Devin Strecker**

1. **“Only in Hollywood” website** – Strecker reported that site, [onlyinhollywood.org](http://onlyinhollywood.org), launched Tuesday, May 13, 2014. The previous websites, including Navigate Hollywood, are still active but will transition into the new site. It was asked how the site would be marketed. Strecker noted that the blog stories can now be shared on Facebook and Twitter. He will look into linking to popular sites like Yelp to direct visitors to restaurants in Hollywood, but he noted that a visitor can click on the “dining” category to see all blog stories related to restaurants; in the future, there will be more stories as there are just a few posted at the moment.
2. **Hollywood Gateway Invitation** – The invitation was included in packet for the May 22, 2014 walking tour. Guests will meet at the Fonda Theatre with tour starting at 9:30 a.m. At the end of the tour a lunch will be held at Create. Each property owner along the gateway stretch is receiving hand written invitations and/or phone calls.
3. **LGREG Presentation** – The Lesbian Gay Real Estate Group event, organized by Joe Mariani, was held on April 23, 2014. A panel discussion was held after the presentation. This is a very active group and was very interested in the good news about Hollywood investment opportunities. Staff is exploring ways to package this presentation to make it available for others.
4. **Marketing Contract** – Haines & Co. retainer agreement is due for renewal at \$4,583 per month. Morrison recounted how instrumental they have been in determining branding themes over the past year, initiating the blogger tours to celebrate the “bright spots” in the BID, and creating a blueprint for media relations. They were particularly helpful in the crisis communications that became necessary in the wake of several violent incidents in Hollywood last summer. Finally, they have guided the development of a new website, the photo bank and the logo for “Only in Hollywood.”

**It was moved by Galo Medina, seconded by Jan Martin, and CARRIED to renew the agreement with Haines & Co. for 2014-2015. Unanimously approved.**

5. **Hollywood Music Festival** – Jan Martin presented the board with the possibility of a “Hollywood’s Own” music festival. A one-sheet was distributed which presented a potential vision and mission statement for the festival, and the guiding principles and a proposed footprint. It was suggested by Martin that the board would perhaps have to invest funds to pay a professional who has organized and oversaw large festivals? This professional would prepare a budget and action plan before meeting with a HED committee.

Leslie Blumberg noted that there is a team from the Hotel Café who have been talking about a similar event. She suggested staff reach out to them.

David Green noted that his company is involved with the October West Hollywood Musicfest. He also said we should be mindful that profits are not guaranteed and that Coachella could have gone broke after the first two (2) years until AEG got involved. Sponsorship is key. Another suggested there be some type of license agreement which HPOA could oversee.

Charlie Colletta questioned the use of BID dollars for this while John Lyons commented that this would bring monies into the community and put Hollywood on the map culturally. Michael Gargano said that Hollywood needs positive messages and this would offer a lot of possibilities, although it doesn't sound like a not-for-profit venture. Morrison noted that more research needed to be done and the brainstorming would continue. The board's input is invaluable in guiding whether this is something the BID should be involved in.

#### **B. Security – Charlie Colletta**

1. **General Update** – Charlie Colletta reported that an experiment was tried in April whereby three liquor stores agreed to suspend sales of their cheapest alcohol product for one month. In the end, it did not appear to make a big difference. In one store (7-11) folks panhandled in the store or the lot to get enough money to purchase the next cheapest product. Now he says the committee will shift toward ways to discourage panhandling. He also reported that LAPD had shared some recent incidents involving gangs clashing with Samoan security guards. These guards now refuse to work in Hollywood. LAPD is working to find a middle ground to calm things down.

#### **C. Streetscape and Planning – Sarah Besley**

1. **General update** – Notes from the meeting held on May 5<sup>th</sup> were distributed to the Board. Joint HED/S&V meetings are held every other month at the HPOA office. The next meeting scheduled for Monday, July 7, 2014 at 2:30 p.m.
2. **2014 Project Expenditures** – Besley distributed a spreadsheet (titled “2014/15 HED Streetscape Projects”) outlining expenditures identified by the Streetscape and Planning Committee. The list included projects previously approved by the Board; projects that have been completed; and three projects that the board could consider approving. The three new projects include: the implementation of the La Brea median landscape plan; the purchase of seven used Big Belly solar compactors; and a conceptual plan for the Argyle/Yucca median. The matrix identified a budget category – “Landscape Services,” “Contingency,” or the “2004 – 2008 Special Projects Account” – for each project. The board discussed the purchase of the used Big Belly solar compactors at length and recommended that the purchase be contingent on the condition of the units and expected maintenance costs.

**It was moved by Mark Stephenson, seconded by Galo Medina, and CARRIED to approve the proposed 2014 streetscape expenditure plan, including the purchase of seven Big Belly solar compactors contingent on their condition. Unanimously approved.**

3. **CleanStreet Vehicles** – Besley reported that Selma Elementary has recently put CleanStreet on a month-to-month lease for the space they utilize their parking lot. Staff is therefore seeking to either lease or provide in-kind cleaning services in exchange for approximately 20 parking spaces.

## **VII. New Business**

### **A. Seismic Messaging**

Morrison said that two board members worked with her since the last board meeting to refine a letter to be sent to Mayor Garcetti from the HPOA. The letter commends the Mayor for addressing the issue of seismic preparedness and resiliency and for taking advantage of the expertise of Dr. Lucy Jones from the USGS. The HPOA would appreciate a seat at the table for any planning undertaken by the city. The draft letter, approved by Monica Yamada and Jan Martin, was emailed in advance of the meeting and included in the packet.

**It was moved by Galo Medina, seconded by Charlie Colletta, and CARRIED to send Mayor Garcetti a letter commending seismic preparedness and requesting a seat at the table on a go forward plan. Mark Stephenson abstained.**

## **VIII. Staff Report**

### **A. Central Hollywood Neighborhood Council Elections**

Morrison reported a protest filed by 312 Central Hollywood Neighborhood Council area stakeholders challenging the elections for Central Hollywood Neighborhood Council election has been denied by the city's Department of Neighborhood Empowerment. It was mentioned that the remaining four council members of the CHNC resigned, only the newly elected, inexperienced members.

### **B. Ideas for Strategic Planning Meeting**

Morrison reported that she and John Tronson had spoken briefly regarding the options and more will be shared at next month's meeting.

### **C. Review/approve the CHC-HPOA Change Order for 2014**

Morrison distributed a copy of the change order between the Central Hollywood Coalition and the Hollywood Property Owners Alliance. It amounts to \$157,000 per year. The signing had been delayed pending some adjustments made by CHC given the departure of their long-time pro-bono Treasurer, Duke Gallagher. Staff had to determine whether any of those tasks would fall to their shoulders. A new treasurer has been hired.

**It was moved by Mark Stephenson, seconded by Charlie Colletta, and CARRIED to approve the CHC-HPOA Change Order for 2014. Unanimously approved.**

**X. Next Meeting:** The next meeting June 19, 2014.

**XI. Adjournment:** The meeting was adjourned at 6:15 p.m.